

ABSTRACT

A method for presenting an animated advertisement on a web page, in which a web server obtains a web page layer adapted to contain an animated advertisement content having at least one object adapted to run across a web page downloaded to a client computer connected to the web server without obscuring or disabling portions of the web page lying outside a boundary of the objects at any given instant of time. The web server then downloads the web page layer to the client computer for displaying the animated advertisement content in association with the web page. Preferably, the animated advertisement is displayed as a brief animated clip relating to a product or service to grab an observer's attention, and displaying a link to an advertisement stored in association with an advertisement web server associated with the product or service. This allows the observer to get further information relating to the product or service by clicking on the link. The animated advertisement thus serves as a teaser for enticing a user at the client machine to request an advertisement and the link serves as a reminder of the advertisement after termination of the teaser. Preferably, an agent is provided in the client machine for maintaining the advertisement in view regardless of any scrolling of the web page.